

ABSTRACT OF DISCLOSURE

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This invention relates to a method or apparatus capable of displaying a high-quality image using a reversible image display medium which can be

5 repeatedly used and in which a cell(s) formed between two substrates accommodates at least two kinds of frictionally chargeable dry developing particles having different chargeable polarities and different optical reflection densities; an electric field is

10 applied to the developing particles for performing image display; in image display, the electric field strength of, e.g., 0.3 V/ μ m to 3.0 V/ μ m is applied to the developer; an oscillating force (e.g. oscillating magnetic field) is applicable; the oscillating force

15 is substantially stopped during application of the electrostatic field; after completion of the electrostatic field, the surface of the medium on the image observation side may be charged to a potential holding the displayed image; optionally before image

20 display, an alternating electric field may be applied to stir the developer for initialization of the medium; before and/or in image display step, an oscillating magnetic field may be applied to the developer using a device for applying a magnetic

25 stirring force to the developer.